



**"SENSATIONALIST"
STORIES**

**UNIT 7
JOURNALISM
AND THE
NEWS INDUSTRY**

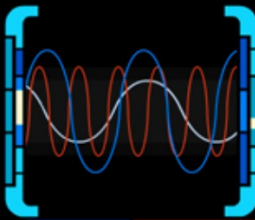
INDUSTRY

NEWS

MOLECULAR SCAN ANALYSIS 62-854735

832547782 325487321 5214388 323
658745214 325487 321548 487 83-8554 38-7481
385487547 32154 8841351 3273612 77823 331 667 • 5466 4456 831
315788548 38888754 588874 2111412233 248174 213 880 • 7675 2321 457 51-2047 34-8748
832154788 322018 385708 7529847388 7732 567 312 • 6789 6777 884
315487587 3587458 385748 328738 78882 334 771 • 0090 9023 318 10-8328 51-2047

SCAN PARAMETERS: 54784747



SYS DIRECTORY

83-258745
88-954875

85-802147 83-587042

ENERGIZE

83-588985 23-545428

MED DIRECTORY

14-478852 83-547741

COMMUNICATIONS

23-801458 85-233584

COMMUNICATIONS

30214578 144 548085 488 85485 878
33218574 584 748 488 548 548
85848545 835 50782 548 3 541
84841544 358 487854 572 35478 587
84878544 524 85485 887 584 854
24372782 283 748548 885 885 850

LCARS MODE SEL

STELLAR CART

LOCK SYS INFO

MISSION OPS

SYS TIME SETTINGS

DATABASE

DEACTIVATE ONLINE

DATABASE

85-874220

31-588347

34-788883

78-122588

71-883082

84-752147

Learning Objectives

DETAILED SCAN OUTPUT FEED ALPHA

Select and Breakdown the use of sensationalism within news reportage.

GRADING CRITERIA

LO	Pass	Merit	Distinction
	The assessment criteria are the Pass requirements for this unit.	To achieve a Merit the evidence must show that, in addition to the Pass criteria, the candidate is able to:	To achieve a Distinction the evidence must show that, in addition to the pass and merit criteria, the candidate is able to:
1. Understand the news industry	<p>P1*: Explain the media market for different news providers</p> <p>(*Synoptic assessment from Unit 1 Media products and audiences)</p>		
	<p>P2: Explain the media platforms used for news distribution</p>	<p>M1: Compare and contrast the benefits of using different media platforms</p>	
2. Know the construction and content of news articles	<p>P3: Describe the structure and purpose for different news articles</p>	<p>M2: Analyse the linguistic conventions used within different news articles</p>	
3. Be able to research and plan content for an article	<p>P4*: Research and plan content for an original article</p> <p>(*Synoptic assessment from Unit 2 Pre-production and planning)</p>	<p>M3: Reference and record information sourced for use within the article</p>	<p>D1: Justify the choice of sourced information to be referenced within the article</p>
4. Be able to write and edit a news article for an identified purpose	<p>P5: Write an original article for an identified purpose</p>	<p>M4: Explain the mode of address and structure used</p>	<p>D2: Compare and contrast the regulatory implications for the article relevant to the medium in which it is transmitted</p>
	<p>P6: Use sub-editing skills to finalise the article for publication</p>		

STARTER

SENSATIONALISM

Find a definition of this word, then write the definition in your own words.

Learning Objective
Select and Breakdown the use of sensationalism within news reportage.

LCARS-3004

ONLINE

378-212

MODE SELECT

VIEW

LCARS-290450



Define why these are sensational headlines.



Mirror

LCARS 40274

02-854598

U7 L02

LCARSCOM.NET COMPUTER ACCESS • ONLINE

BREAKDOWN

Sensationalism	Content	3485	084
AUDIENCE	SALES	867	234
How does the story below match this format?			
		8	8
		238	57
		584	678

Learning Objective
 Select and Breakdown the use of sensationalism within news reportage.

03-875883

Chris Evans reached breaking point over Top Gear abuse as friend tells critics 'f* off and die'**



- Breakdown
- > Headline
- > Sensational Language
- > Use of Images
- > Core Content
- > Link to Media

LCARS 40274

02-854598

BREAKDOWN

Who would read your article
and what's in it for them?

Learning Objective
Select and Breakdown the use of
sensationalism within news reportage.

03-975883

> In order to understand the answer to the question above - breakdown your article into:

04-765466

i) Headline or title and how the words catch the audiences attention.

05-224353

ii) Use of sensationalist language

06-578565

iii) Use of Images

iv) Core content of the story / article

v) Link to other media (e.g. music, TV or film star?)



Is Zara back? Love Island shocker sees the return of Islander

COMMENTS



'F*** off and die!': Chris Evans reached breaking point over Top Gear abuse

1 COMMENT

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02-854598

SELECT & BREAKDOWN

Individually, select a headline and story you would consider to be **SENSATIONALIST** from one of the following websites:

Learning Objective
Select and Breakdown the use of sensationalism within news reportage.

03-975883

heatworld

Sport⁹

CelebsNow

Mail Online

Heatworld.com
sport-magazine.co.uk
celebsnow.co.uk
dailymail.co.uk

04-765466

05-224353

06-576565

Once you've selected your article, copy and paste the article, breakdown all the "sensationalist" words used in the headline and article.

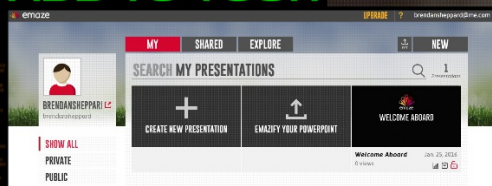
Try replacing those words with "normal" words how does that change the tone of the article?

ADD TO YOUR emaze

U7 L02 - BLOG TASK 2

LCARS 40274

02-854598



Learning Objective
Select and Breakdown the use of sensationalism within news reportage.

03-875883

Title: Sensationalism

Task: Using the task on the previous slide, show what the article looked like BEFORE you changed it then AFTER you changed it. Then discuss the before and after in terms of:

04-765466

05-224353

06-578565

- i) Differences/Similarities in the headline or title
- ii) Use of sensationalist language and how the after article is "dumbed down"
- iii) Use of Images that you might use in the AFTER article and how they might tell a more "normal story" than the ones used in the before article.
- iv) Core content of the story / article and how the AFTER article is different.

Category: U7 L02

Title of Post: Analyse linguistic conventions within different news articles
SUB TITLE: Critical Analysis

PLENARY

